



ASSOCIATION OF EUROPEAN BUSINESSES

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Forum organized by the AEB Machine Building & Engineering Committee Profitable Growth After the Crisis

Thursday, March 25, 2010

15:00-17:45 (registration from 14:30)

AEB premises, Conference room, 2 floor, Hall McKinley
Moscow, ul.Krasnoproletarskaya, 16, bld.3, entrance 8

Open Event

SIMON • KUCHER & PARTNERS

Supported by:

Strategy & Marketing Consultants

Moderator: Harald L.Schedl, Managing Partner CEE, Simon-Kucher & Partners

14:30 – 15:00 **Registration and welcome coffee**

15:00 - 15:15 **Introduction – Profitable Growth after the Crisis**

Vladimir Ismailov, Chief Finance Officer, Moscow School of Management Skolkovo

15:15 – 16:00 **Profitable Growth on the Market Side**

- Profit challenges in the B2B industry
- Strategies of profitable growth
- Increasing sales performance for profitable growth
- More profit with power pricing

Harald L.Schedl, Managing Partner CEE, Simon-Kucher & Partners

16:00 - 16:30 **Profit Challenges in the Russian Market for a Western Company**

Artiom Loginov, Deputy Manager, CIS Strategy Growth Department, John Deere Agricultural Holding

16:30-16:45 **Coffee break**

16:45 - 17:15 **Profit Challenges for a Russian Company**

Leonid Kuznetsov, Vice-President for Development, Group GAZ

Alexey Nikitin, Leading expert, Department of strategic analysis & development, EMAlliance

17:15-17:45 **Outlook for the Russian Market**

- B2B economic climate
- Agenda for growth

Dmitry Sharovатов, Deputy Chairman of the AEB Machine Building & Engineering Committee, Simon-Kucher & Partners

17:45 – 18:45 **Discussion, Close of Forum, Cocktail**

Working Languages: Russian and English

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